

LES  
TURNER  
ALS  
FOUNDATION

ALS  
WALK  
FOR LIFE



2024  
TEAM  
CAPTAIN  
KIT

SATURDAY,  
SEPTEMBER  
14

[ALSWalkforLife.org](https://www.ALSWalkforLife.org)



# Thank You for Walking With Us!

Thank you for committing to lead your team at the ALS Walk for Life. Every step you take gets us closer to a world free of ALS. Because of your team's support, we are able to fund:



a personalized approach to treatment and care through our team of support services coordinators



the Les Turner ALS Center at Northwestern medicine which delivers leading-edge, comprehensive care for ALS.



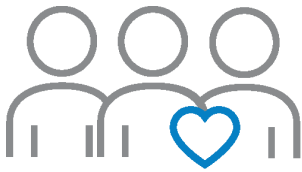
and a variety of special events and educational opportunities to raise awareness and education of ALS locally and nationwide

The ALS Walk for Life propels our mission forward by raising critical funds and bringing together the ALS community for a day of solidarity and a celebration of hope. Thank you for being a leader in the fight against ALS.

Let's get ready to walk!



# Recruiting Your Team



## WHO TO ASK

Success is better when its shared! Don't be afraid to ask your friends, family, co-workers, neighbors, religious group, or anyone you know who wants to help the ALS community. All are welcome. And remember, not all members need to attend the Walk in person.



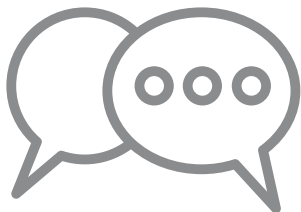
## WHAT TO ASK

You are asking your team to help raise funds for the Les Turner ALS Foundation's mission to provide individualized care, local community support, and hope through scientific research for the ALS community. And you are asking your team to join you on walk day for a day of solidarity and celebration.



## WHEN TO ASK

It's never too early to build your team! The earlier you start, the more time you have to reach your fundraising goals and earn fundraising incentive prizes.



## HOW TO ASK

The possibilities are endless! Share your team page link through email, text message, social media, over the phone, or in person. Don't be afraid to ask, there's power in numbers!





# Motivating Your Team



## INSPIRE

- Remind your team why you walk- share your ALS story and encourage others to share theirs.
- Set a team fundraising goal that is challenging, but achievable.
- Share fundraising tips and tricks.

## FRIENDLY COMPETITION

- Create a team challenge where top fundraisers or recruiters get a special prize.
- Give shout outs to team members for hitting their goals, recruiting team members, or sharing online.



## BRING THE FUN

- Create a team t-shirt.
- Decorate your team site at the Walk.
- Host a team fundraising party or game.



# Fundraising 101

**Set your goal.** Set your goal to be challenging, but achievable. And don't forget- you must raise \$100 to receive the official Walk for Life t-shirt. There are more exciting fundraising prizes to achieve also!

**Tell your story.** Why are you participating? What is your connection to ALS? Are you walking in honor or memory of someone? What is the change you are trying to create? Share your ALS story to your personal and team fundraising pages and include a picture.

**Lead by example.** Make a meaningful donation to kick-off your fundraising efforts and show your team how important the mission is to you.

**Look into matching gift programs.** Many employers will match a portion of the money their employees raise for charity. Check our website to see if your workplace participates:  
<https://lesturnerals.org/get-involved/matching-giftsworkplace-giving/>

**Use your participant center.** All registered Walk participants have access to a participant center where you can personalize your fundraising pages, send donation solicitation and thank you emails using our pre-made templates, and **link a Facebook fundraiser to your fundraising progress.**

**Spread the word.** Share your efforts through Facebook, Instagram, or any social media. Text or call your friends and family. Your participant center also has pre-written emails to send.

**Don't be afraid to ask.** We get it, asking for donations can be daunting, but trust us, it's easier than it might seem. People want to help and once you start, you won't be able to stop!

**Get creative!** Meet with your team to brainstorm fun ways to fundraise together. There are endless ways to fundraise and every team is different. Find out what works best for *your* team.



# Fundraising Ideas

## Online

- **Start a Facebook fundraiser.** Facebook fundraisers are one of the easiest and most effective ways to fundraise!
- **Send emails.** Your participant center is equipped with pre-written donation solicitation and thank you emails for you to send or you can write your own.
- **Text** your friends and family sharing why you're walking and the link to your fundraising page.
- **Share on social media.** Share your ALS story and why you're fundraising to Instagram, Facebook, or any social network.
- **Go viral.** Start a virtual trend or challenge and share your donation link.
- **Birthday? Anniversary?** Ask for your friends and family to donate to your Walk page instead of giving gifts.

## Offline

- **Host a FUNdrasing event.** Some examples are a chili cook-off, garage sale, talent show, exercise class, kickball tournament, or trivia night.
- **Involve the office.** Raise funds at your workplace through a "Name that Baby" guessing game, pajama day, ugly sweater contest, or just ask for funds around the workplace.
- **Send letters.** Hand-written letters asking for donations make recipients feel special.
- **Sell team t-shirts.** Raise funds through team t-shirt sales.
- **Partner with businesses.** Businesses will often work with you to host fundraising nights where a portion of their sales will be donated back to you. Don't be afraid to ask local and chain restaurants, activity centers, bars, jewelry stores, or any type of business.





# Team Captain Checklist



## GETTING STARTED (3-4 MONTHS OUT)

- Create your team
- Set your team goal
- Customize your team page with your ALS story
- Invite your friends and family to join your team and make sure they register
- Have a kick-off call or meeting, especially if you're a corporate team
- Check your company's matching gift policy

## KEEP UP THE MOMENTUM (1-2 MONTHS OUT)

- Send emails asking for donations and remind your team to do the same
- Distribute ALS Walk for Life flyers at local shops and restaurants
- Host a team fundraising event (bake sale, garage sale, chili cook off, etc.)
- Start a Facebook fundraiser through your participant center
- Share fundraising progress with your team and acknowledge top fundraisers



# Team Captain Checklist



## CRUNCH TIME (ONE WEEK OUT)

- Coach your team members to make a final push for fundraising through emails, social media, or direct messages
- Register any new team members
- Share event details with your team: team meet-up location, start time, parking, etc.

## WALK DAY

- Gather your team at established time
- Turn in outstanding donations
- Take team photos & share on social media
- Enjoy the walk!

## IMMEDIATELY AFTER THE WALK

- Send thank you notes to your donors with a team photo from the event.
- Send a thank you note to your team mates with your final fundraising total.
- Send follow up emails to those who didn't donate. Share your experience and give them one more chance to donate.
- Host a team party to celebrate your success!





## Follow us!



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[@lesturnerals](https://twitter.com/lesturnerals)



[linkedin.com/company/les-turner-als-foundation/](https://linkedin.com/company/les-turner-als-foundation/)



# Don't be a stranger!

Please don't hesitate to reach out with any questions or comments. We're here to help.

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And once again, thank you so much for  
joining us in the fight against ALS!